



“Getting the most out of your 2005 Leisure Needs Survey Results”

MWR Conference - Louisville, Kentucky
14 August 06

ENTERTAINMENT:

MUSIC LISTENING PREFERENCES*

2005 LNS Army Results

Please mark the top two types of music that you would be most likely to attend a concert to listen to:	LNS 1996/98	LNS 2000	LNS 2005
Country	42	33	36
Rock	35	28	26
Pop	29	17	11
Oldies (50's and 60's)	36	22	16
Classic Rock (60's and 70's)	n/a	n/a	18
80's & 90's	n/a	n/a	11
R&B / Soul	25	17	19
Classical	23	13	8
Big Band/Swing	15	11	5
Jazz/Fusion	18	10	10
Alternative/Progressive	16	11	6
Rap/Hip Hop	11	9	12
Dance	24	6	3
Latin	8	6	5
New Age	8	3	1
Christian	n/a	n/a	12
Other	13	9	3

*Aggregated music preference from Active Duty, Spouse, Civilian & Retirees

The Top 3 music types are shaded for 1996/98, 2000 and 2005 LNS datasets.

REGIONAL ENTERTAINMENT MUSIC LISTENING PREFERENCES

2005 LNS Army Results

Please mark the top two types of music that you would be most likely to attend a concert to listen to:	EURO**	KORO**	PARO*	NERO*	NWRO*	SERO*	SWRO*	ARMY*
Country	26	24	38	32	44	38	39	36
Rock	34	31	32	20	28	22	29	26
Pop	13	14	12	11	12	10	10	11
Oldies (50's and 60's)	7	8	11	22	16	18	15	16
Classic Rock (60's and 70's)	15	14	17	21	22	16	16	18
80's & 90's	12	13	12	10	12	11	10	11
R&B / Soul	25	30	17	18	13	21	18	19
Classical	6	5	7	13	7	6	7	8
Big Band/Swing	3	2	4	9	5	4	5	5
Jazz/Fusion	10	10	8	13	7	10	8	10
Alternative/Progressive	9	8	8	4	6	4	6	6
Rap/Hip Hop	21	22	14	7	8	10	15	12
Dance	4	3	2	3	2	3	3	3
Latin	7	5	5	4	3	7	6	5
New Age	1	1	1	1	1	1	1	1
Christian	7	11	10	11	11	17	12	12
Other	4	4	5	3	3	3	3	3

* Aggregated music preference of Active Duty, Spouse, Civilian & Retirees

** Aggregated music preference of Active Duty & Civilians

The Top 3 music preference types are shaded for the 2005 LNS dataset.

ENTERTAINMENT:

MUSIC LISTENING PREFERENCES - ARMY*

2005 LNS Army Results

Please mark the top two types of music that you would be most likely to attend a concert to listen to:	Active Duty	Spouse	Civilian	Retirees	Total
Country	30	43	35	42	36
Rock	39	26	21	8	26
Pop	11	19	11	5	11
Oldies (50's and 60's)	4	5	22	40	16
Classic Rock (60's and 70's)	13	12	26	20	18
80's & 90's	12	15	11	5	11
R&B / Soul	24	17	17	13	19
Classical	4	7	9	15	8
Big Band/Swing	2	4	5	13	5
Jazz/Fusion	8	7	11	12	10
Alternative/Progressive	10	7	4	1	6
Rap/Hip Hop	23	11	5	1	12
Dance	3	3	3	3	3
Latin	7	5	5	4	5
New Age	1	1	1	1	1
Christian	9	17	13	13	12
Other	4	3	3	3	3

* Aggregated music preference of Active Duty, Spouse, Civilian & Retirees

The Top 3 music preference types are shaded for the 2005 LNS dataset.

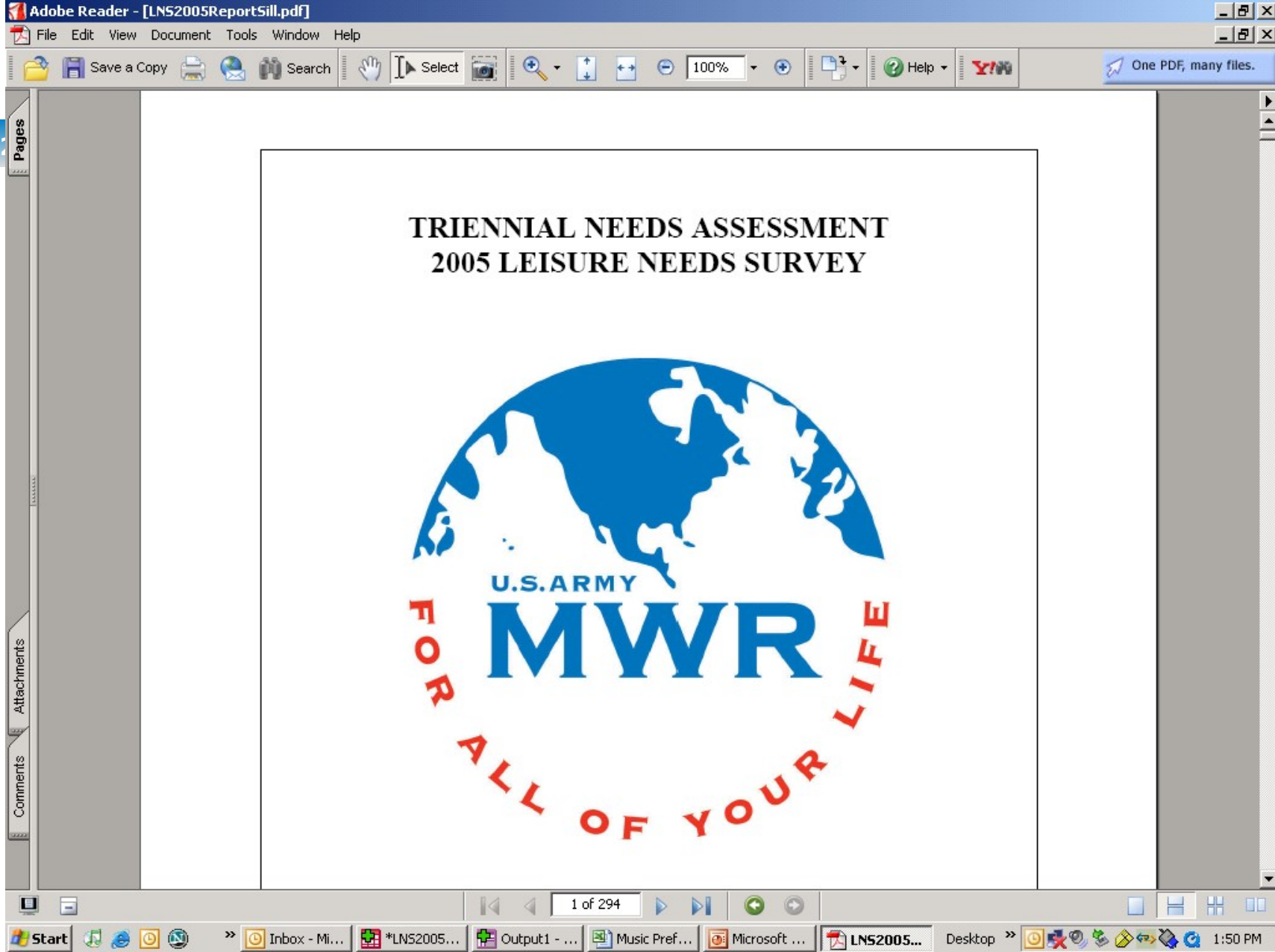
BREAKDOWN by GENDER & PATRON GROUP

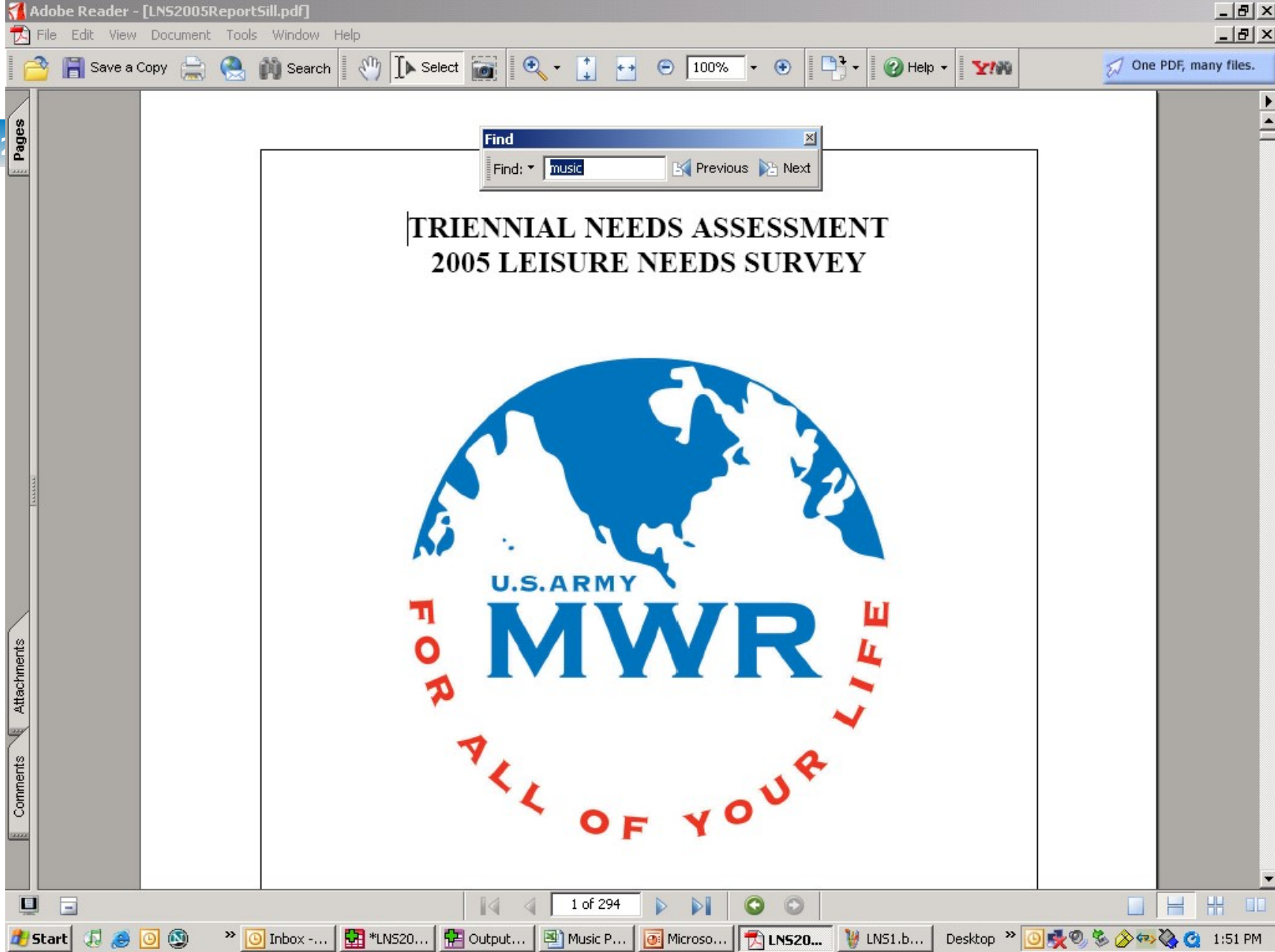
MUSIC LISTENING PREFERENCES

2005 LNS Army Results

Please mark the top two types of music that you would be most likely to attend a concert to listen to:	Active Duty MALE	Active Duty FEMALE	Spouse MALE	Spouse FEMALE	Civilian MALE	Civilian FEMALE	Retirees MALE	Retirees FEMALE
Country	29.6	25.7	26.2	42.4	32.1	34.3	38.8	27.2
Rock	40.9	20.4	26.2	24.7	24.5	14.7	7.5	8.9
Pop	9.9	13.0	8.5	18.6	8.5	12.3	5.0	7.2
Oldies (50's and 60's)	3.8	4.2	6.2	4.6	20.5	21.4	36.4	23.2
Classic Rock (60's and 70's)	13.6	7.4	18.8	11.7	27.7	21.0	19.1	20.4
80's & 90's	12.2	9.6	11.9	14.9	9.7	11.1	4.3	9.8
R&B / Soul	19.5	37.1	27.7	16.3	12.2	19.2	10.6	23.0
Classical	4.2	4.2	8.5	6.7	8.9	7.4	13.9	12.0
Big Band/Swing	2.2	2.0	4.2	3.8	4.1	5.0	12.3	6.4
Jazz/Fusion	6.7	9.6	16.5	6.6	10.2	11.4	10.3	16.9
Alternative/Progressive	10.1	7.9	5.4	6.6	3.8	2.9	.7	.8
Rap/Hip Hop	20.9	25.5	9.6	11.0	4.7	5.1	.9	3.1
Dance	2.8	3.7	.8	2.9	1.6	3.0	2.3	2.8
Latin	6.1	7.3	4.2	4.7	4.2	4.6	3.4	4.0
New Age	.9	.9	.8	.6	1.0	.9	.9	1.2
Christian	7.6	12.4	10.0	16.6	9.5	15.3	11.5	19.8
Other	3.8	3.6	3.8	2.7	3.4	2.4	2.5	3.1

The Top 3 music preference types are shaded for the 2005 LNS dataset by GENDER





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SECTION TOC
MAIN TOC

ENTERTAINMENT

Entertainment Preferences

Survey respondents were asked to indicate the types of music they prefer. Exhibit 2-20 shows preferences for each patron group and for all patron groups combined. Column percents will not add to 100% since respondents could select two types of music they like. The last column, "Total Cases," provides both the percent of responses in each category.

Exhibit 2-20
Music Listening Preferences
(Survey Question 27)

	Active Duty (n = 1076)	Spouses (n = 213)	Civilians (n = 379)	Retirees (n = 322)	Total Cases (n = 1990)
Country	31%	46%	48%	50%	40%
Rock	42%	24%	20%	9%	28%
Pop	9%	18%	7%	6%	11%
Oldies (50s & 60s)	3%	3%	23%	34%	12%
Classic Rock (60s & 70s)	11%	9%	22%	18%	13%
80s & 90s	9%	15%	8%	6%	10%
R&B/Soul	25%	22%	19%	20%	23%
Classical	3%	5%	4%	7%	5%
Big Band/Swing	2%	2%	3%	11%	4%
Jazz/Fusion	5%	9%	11%	12%	8%
Alternative/Progressive	10%	5%	2%	1%	6%
Rap/Hip Hop	32%	15%	5%	1%	18%
Dance	3%	5%	1%	2%	3%
Latin	7%	4%	3%	4%	5%
New Age	1%	2%	2%	1%	1%
Christian	7%	21%	20%	16%	14%
Other	3%	1%	4%	2%	2%

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**▮ EXTRA EXTRA
EXTRA**

**▮ READ ALL
ABOUT IT ! ! !**

**▮ THE RIGHT
PROMOTION
MIX DRAWS
THOUSANDS
TO MWR
EVENT ! ! !**

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

2005 LNS Army Results

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	19%	16%	24%	11%	19%
E-mail	29%	20%	55%	14%	33%
Friends and neighbors	32%	40%	28%	26%	31%
Family Readiness Groups (FRGs)	11%	23%	3%	2%	10%
Bulletin boards on post	39%	28%	35%	24%	34%
Post newspaper	38%	53%	49%	48%	45%
MWR publications	28%	26%	39%	27%	31%
Radio	13%	5%	13%	9%	10%
Television	14%	8%	11%	8%	11%
My child(ren) let(s) me know	4%	6%	3%	1%	3%
Other unit members or co-workers	30%	14%	28%	10%	24%
Unit or post commander or supervisor	21%	6%	8%	3%	12%
Marquees/billboards	17%	19%	21%	15%	18%
Flyers	35%	29%	41%	29%	35%
Other	7%	10%	6%	12%	8%
I never hear anything	11%	11%	4%	17%	9%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION FOR ACTIVE DUTY SOLDIERS*

2005 LNS Army Results

WHERE DO YOU GET INFORMATION?	LNS 1996/98	LNS 2000	LNS 2005
Internet	n/a	3	19
E-mail	6	18	29
Friends and neighbors	39	41	32
Family Readiness Groups (FRGs)	n/a	n/a	11
Bulletin boards on post	35	45	39
Post newspaper	34	42	38
MWR publications	9**	22	28
Radio	16	13	13
Television	11	15	14
My child(ren) let(s) me know	3	5	4
Other unit members or co-workers	29	32	30
Unit or post commander or supervisor	11	19	21
Marquees/billboards	11	17	17
Flyers	27	36	35
Other	n/a	5	7
I never hear anything	14	12	11

*Active Duty Soldiers (E1-E4, E5-E6, E7-E9, O1-O3, O4-O6, Warrant)

**MWR Newsletter in 1996/98 LNS.

The Top 5 sources of MWR information are shaded for 1996/98, 2000 and 2005 LNS datasets.

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION FOR SPOUSES*

2005 LNS Army Results

WHERE DO YOU GET INFORMATION?	LNS 1996/98	SAF IV 2001	SAF V*** 2004	LNS 2005
Internet	n/a	7	14	16
E-mail	3	7	16	20
Friends and neighbors	38	65	53	40
Family Readiness Groups (FRGs)	n/a	15	17	23
Bulletin boards on post	23	31	26	28
Post newspaper	45	58	51	53
MWR publications	13**	18	18	26
Television / Radio	13.5	6	11	12
My child(ren) let(s) me know	6	10	13	6
Other unit members or co-workers	17	n/a	n/a	14
Unit or post commander or supervisor	7	8	7	6
Marquees/billboards	11	14	12	19
Flyers	23	26	21	29
Other	n/a	10	10	10
I never hear anything	18	n/a	n/a	11
Welcome Packets	n/a	19	12	n/a

*Spouses of Active Duty Soldiers (E1-E4, E5-E6, E7-E9, O1-O3, O4-O6, Warrant)

**MWR Newsletter in 1996/98 LNS.

***Spouse of Active Duty Soldiers "Not Deployed"

The Top 5 sources of MWR information are shaded for SAF IV & V and 1996/98 & 2005 LNS datasets.

2005 LNS Army Results

MWR Research Results are available at:

<http://www.Research.armyMWR.org>

LNS Reports for all 92 installations, 7 regional
& Army-wide rollups:

<http://www.armymwr.org/images/LNS2006Resource.html>

Q & A

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